MULTIMEDIA UNIVERSITY

STUDENT ID NO

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FINAL EXAMINATION

TRIMESTER 1, 2016/2017

PGE 0015 – GENERAL ENGLISH

(Foundation in Creative Multimedia)

18th October 2016
9.00am – 11.00 am
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This question paper consists of SIX pages.
2. Answer ALL questions.
3. Write all your answers in the Answer Booklet.

SECTION A: READING AND VOCABULARY [25 MARKS]

Instructions: Read the following passage and answer the questions that follow.

Tasting the high life

1 If it wasn't for the new TV drama Pan Am that began airing on BBC2 in November, the glorious Jet Age – with its glamorous stewardesses, cocktail swilling and lobster munching - would well and truly be dead and gone.

2 Nowadays, many of us have become so jaded by the experience of flying that it takes a lot to impress. This is especially true of the meals we are served in first and business class where a return flight in a premium cabin can command a rate of up to GBP10,000, suggesting that champagne and caviar should be de rigueur. But was on board dining really all that good in the 1970s or are we being nostalgic?

3 A little investigation into the online archives of the North Western University Transportation Library reveals that passengers on board British Airways' 1979 from London to Boston were tucking into historically themed dishes from the 'Elizabethan Club' with menus inscribed in the Ye Olde English font. "Capon puddynge after mistress Duffeld's way-prepared from capon chickens minced and blended with ground pork, butter, chopped figs, ginger and cinnamon' was washed down with "Posset Sir Francis - a hotel beverage of milk flavoured with spices, fortified; enriched with liqueur." (If in doubt as to whether this was more a case of novelty over quality, it can be noted that the diner scrawled on the back of the menu: "Excellent food.")

4 For some airlines, advances in technology such as steam-ovens, toasters and induction ovens - which can cook steaks to order, poach eggs and bake pizzas have contributed to better grub. However, cost-cutting has meant few carriers can afford to up-grade their galleys, and many passengers grumble about the poor quality of ingredients used, a lack of variety and slap-dash presentation by overworked crews.

5 One businesstraveller.com forum poster notes that the issue of presentation often comes down to whether the meal was assembled at on-the-ground catering facilities, or plated on the aircraft itself. 'Catering that arrives on the plane already plated ie, meat, veg and sauce already in the dish combined with a somewhat bumpy ride and a holding temperature of at least 60 degrees C for what might be several hours before it lands on your tray table, is a more than adequate explanation for the fact that the dish 'isn't presented at its best.'

6 However, some airlines are putting considerable effort into improving their on board dining experience seeing it as a way to differentiate themselves from their competitors. Robin Padgett, Vice President of aircraft catering for Emirates, says, "One of the easiest ways to save money is on catering but we have resisted that. The key to success of our food is attention to detail, quality and being generous. Linda Patrice Celestino, general manager of in-flight services in Oman Air's commercial department, agrees "(Catering), is not the first driver in customer decision-making in terms of who they are going to fly with, but we know it's critical and serious if they are going to decide to fly with us again."

7 Part of the problem is that as seasoned travellers who are used to eating in top restaurants around the world, expectations among premium flyers are higher than ever. Not only this, people have a better understanding of healthy living, so airlines have been forced to take into consideration the salt, fat and nutritional content of what they serve, as well as special dietary needs. Padget says: "We are seeing trends

evolve in eating fashions. More customers are demanding to know what goes into their food and the provenance (origin) of ingredients. We have introduced a healthy option in all premium cabins, as well as a calorie-counted main. We see this trend taking hold in the future." A spokesman for British Airways agrees; "Thinking about the effect air travel has on your body and mind has really landed with our customers. The amount of water we put on the plane today compared with 20 years ago is dramatically different. We used to load our bars full of spirits but these have been massively reduced because most comes back untouched.

8 In today's celebrity-obsessed culture, it is not surprising to see airlines hurrying to associate themselves with well-known chefs. In October, Etihad began offering first class passengers quality "meals cooked a la carte by on board chefs trained by award winning gourmand Thomas Ulherr. South African Airways teams up with a renowned local chef, Reuben Riffle, in the autumn "to prepare some of his signature dishes for business class customers." And in June, Japanese carrier All Nippon Airways introduced new meal options by respected homegrown chefs Yuji Wakiya and Masayasu Yonemura, which are available in business class on flights to Europe, North America and select Asian destinations.

9 For Air New Zealand (ANZ), which has cutting-edge equipment such as induction ovens in its B777, the concern is to provide restaurant quality food, all the time. Matt Cooper, its international airline product and service manager says : Our menus are designed by our culinary standards team in conjunction with our three consultant chefs. The menus are then put through a workshop process with the airline caterers in each port to understand any special requirements such as a local availability of various ingredients. Dishes include the likes of seared New Zealand lamb loin with Lyonnaise potatoes and minted crushed peas, chunky vegetable and tofu coconut curry with spinach and coriander green rice. Each is crafted by an on board chef and presented on white china.

10 In all likelihood many more airlines will plate up premium meals on board, rather than in a factory in the years to come. Emirates Padgett agrees that food remains as important today as ever, even more so as food is incredibly important to the Gulf Arabs, whose own mantra or believe is that you have to entertain your guest more than generously. Similarly, he says "We want people getting off the plane thinking: Wow that was so much, that was fab."

Adapted from: Southan, J. (2011) Tasting the high life. Business Traveller (UK/Europe Edition),38-41

Question 1: Contextual Clues (5 marks)

Instructions: Provide a word or phrase from the passage that best defines each of the following words.

a) higher price (line 6)

b) enriched (line 15)

c) significant (line 38)

d) origin (line 46)

e) chant (line 75)

Question 2: True-False Statement (5 marks)
Instructions: For each statement, write **TRUE** if the statement is true and **FALSE** if the statement is false.

a) Airline food served to 1st class and business class passengers in the 1970s were of good quality.
b) Dish presentation is affected by where it is assembled, the plane ride, the temperature and the duration before it is served.
c) The food served on the plane is a crucial factor for returning customers.
d) The people at the British Airways believe that people on the plane nowadays drink more water than alcohol.
e) Premier Airline travellers tend to eat more quality food rather than eat more food.

Question 3: Comprehension (15 marks)

Instructions: Answer the following questions in complete sentences.

a) According to the writer, what saved the Jet Age? (1 mark)
b) What were the reasons for 'better grub?' (2 marks)
c) State "this trend" as mentioned in line 47, "***We see the trend taking hold in the future.***" (2 marks)
d) Describe the plates up premium meals on board as practised by Air New Zealand (ANZ). (3 marks)
e) What are the 3 examples offered in the passage, illustrating the collaboration between airlines and celebrity chefs? (6 marks)
f) In your own words explain what the title 'Tasting the high life' refers to. (1 mark)

SECTION B: GRAMMAR [15 MARKS]

Question 1: Verb Tense Consistency (5 marks)

Instructions: This extract contains five errors in verb tense consistency. Identify and correct the errors as illustrated in the example.

Example:

No.	Line	Error	Correction
0	2	takes	took

Jamie Oliver : Passionate Casual Caring Revolutionary

From the Essex pub in which he first worked, Jamie went on to graduate Westminster Catering College, not long after which he **takes** a job at London's famed River Café. He was there for three and a half years, working with two of his biggest influences, renowned chefs Ruth Rogers and Rose Gray. It was while at the River Café that Jamie was discovered by a film crew doing a feature on the restaurant, and the Naked Chef was born. Jamie has never looked back.

The thrust of The Naked Chef, and the many books and television program that have followed, is the instruction of others in the cooking of simple but delicious cuisine. Jamie has never believed it difficult and he has spent a considerable portion of his time trying to convince everyone else of that.

"With just the littlest bit of instruction, anyone can learn to cook tasty, inexpensive and lovely food" said Jamie. The problem isn't accessibility to food, it is accessibility to food education. Our parents' generation didn't grow up learn how to cook, so they didn't pass on the skills, and the schools have all but stop teaching people about food and cooking. That's why I'm trying so hard to get food education back into schools. Cooking is a necessary skill."

When one hears the words "Jamie Oliver" and "schools" in the same sentence, one cannot help but think about his many endeavours in this arena. Probably the most public of Jamie's activities is his hard work in the transformation of food in schools. His initial foray into this arena is in 2005 in the UK, with the series Jamie's School Dinners. The effect from the show was profound: substantial changes were made to the food being served throughout the UK schools.

As shown in the series Jamie Oliver's Food Revolution, Jamie then comes to America to work with the city, which at the time, was listed as having the highest obesity rate in the nation. Over the six weeks, he was there, he seriously impacted lives and, perhaps more importantly, gave broad public exposure to the crises of food quality within our schools.

Adapted from Boyer, B (2012) Jamie Oliver: Passionate Casual Caring Revolutionary/Natural Food Merchandiser, 4-7.

Question 2: Verb Tenses (10 marks)

Instructions: Fill in the blanks with appropriate usage of tenses for the words in the brackets.

Example: In January of 1959, the 500 odd residents of Lolita, Texas, **(0) found (find)** themselves in the midst of an improbable identity crisis.

Forgetting Lolita

In January of 1959, the 500 odd residents of Lolita, Texas, (0)_____find) themselves in the midst of an improbable identity crisis. The town (1) _____ (to be) named in 1909 for Lolita Reese, the granddaughter of a Texas patriot. But following the US publication of Vladimir Nobokov's novel in 1958 *Lolita* had suddenly acquired a whole new set of connotations.

"The people who live in this town are god-fearing, church-going, and we resent the fact our town has been tied in with the title of a dirty book that (2) _____ (tell) the nasty story of a middle-aged man's love affair with a very young girl," so read a petition circulated by the deacon of the local First Baptist Church. In the end, however, the proud citizens of Lolita decided to hunker down and wait out the storm: As the Texas historian Fred Tarpley put it, "Lolita (3) _____ (be) retained with the hope that the novel and film would soon be forgotten."

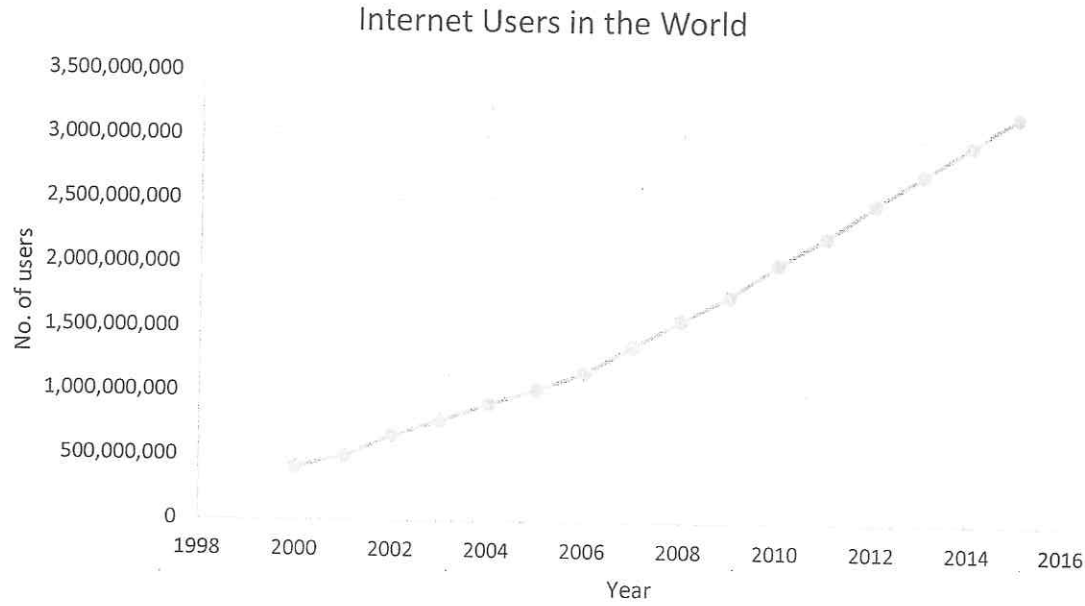
In fairness to the good people of Lolita, nobody in 1959 could (4) _____ (predict) what the future had in store for Lolita. In the ensuring decades, Nabokov's novel spawned two films, musical adaptations, ballets, stage adaptations and memorabilia of all imaginable types. With the exception of Gatsby, no twentieth-century American Literary character penetrated the public consciousness quite like Lolita. At a certain echelon of pop music mega stardom (domain of Britney, Miley, Katy Perry, Lana Del Rey) they are all Lolita now, trafficking in the iconography of lollipops, stuffed animals and schoolgirls outfits. In the 60 years since she first appeared, Lolita (5) _____ (transcend) her original textual instance. She (6) _____ (become) an archetype, an icon of youthful desirability. Lolita became American's sweetheart.

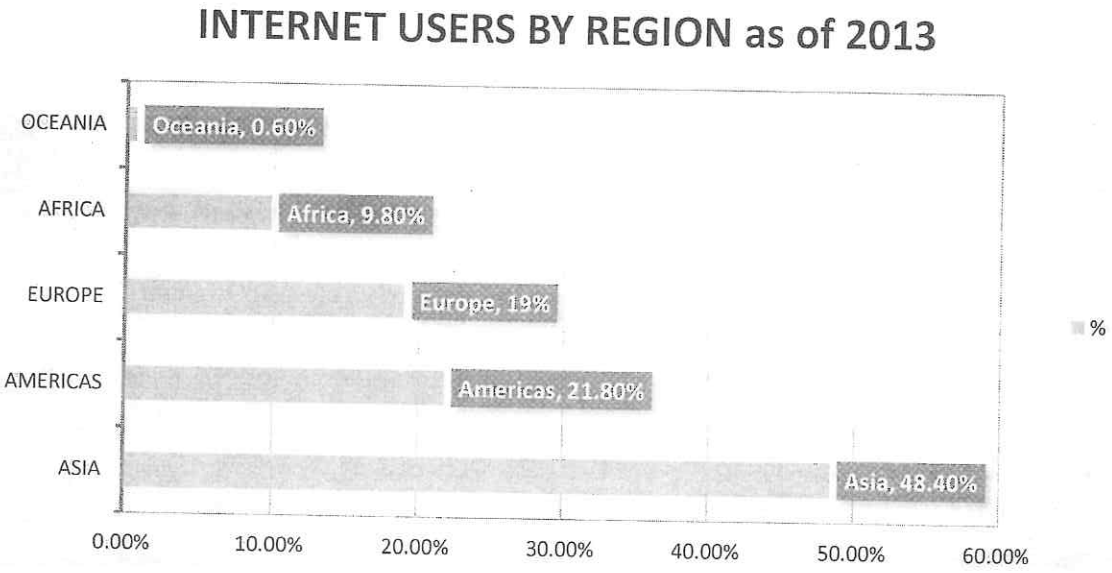
And yet, there (7) _____ (be) also a sense in which the citizens of Lolita, Texas, (8) _____ (to be) proved right. We have forgotten Lolita. At least, we've (9) _____ (forget) about the young girl standing four feet ten in one sock, whose childhood deprivation and brutalization and torture subliminally animate the myth that (10) _____ (launch) 1,000 music videos. The publication reception and cultural refashioning of Lolita over the past 60 years is the story of how a twelve-year-old rape victim named Dolores became a dominant arch-type for seductive female sexuality in contemporary America: It is the story of how a girl became a noun.

Adapted from Wells, Ira. Forgetting Lolita. New Republic. Jul/Aug 2015, Vol 246 Issue 7/8 p 70-73

SECTION C: WRITING [20 MARKS]

Using only the information given, write a report about the growth of Internet users the world over. Describe the co-relation between both the graphs. Integrate all the information given below. You should write between 150 to 200 words.





Source: Internet Live Stats

End of Paper